

Rural Main Streets

*Presented to:
Meadow Vista, CA*



CIVILIS CONSULTANTS

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ACKNOWLEDGEMENTS

GRATITUDE



ZOOM HOUSEKEEPING



TWO PHASE PROJECT

1. Placer Hills Road Visioning

TWO PHASE PROJECT

- 1. Placer Hills Road Visioning**
- 2. Placer Hills Road Tactical Urbanism Demonstration Project**

TWO PHASE PROJECT

1. Placer Hills Road Visioning

**2. Placer Hills Road Tactical Urbanism
Demonstration Project**

OUR TIME TOGETHER

- 
- **Private Realm** (Civillis)
 - **Role of the Road** (LGC)
 - **Breakout Groups**

OUR TIME TOGETHER

- 
- **Private Realm** (Civillis)
 - **Role of the Road** (LGC)
 - **Breakout Groups**

short break

OUR TIME TOGETHER

- 
- **Private Realm** (Civillis)
 - **Role of the Road** (LGC)
 - **Breakout Groups**



FEELS LIKE

FEELS LIKE



Courtesy of
Flickr User: Gangplankhq

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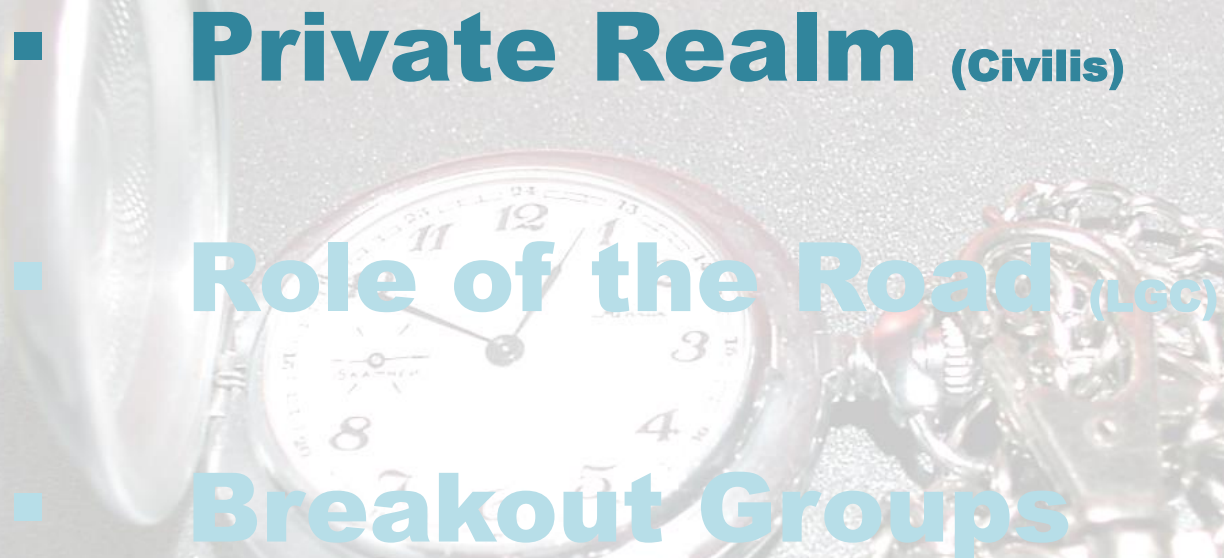
STAY UNTIL THE END!



QUESTIONS



OUR TIME TOGETHER

- 
- **Private Realm** (Civillis)
 - **Role of the Road** (LGC)
 - **Breakout Groups**

AREAS OF FOCUS

❑ ECONOMIC STAGES

❑ LOOKS MATTER

❑ ACTIVITY

❑ CROSS POLLINATION

AREAS OF FOCUS

❑ ECONOMIC STAGES

❑ LOOKS MATTER

❑ ACTIVITY

❑ CROSS POLLINATION

ECONOMIC STAGES

- Emerging
- Transition
- Mature

ECONOMIC STAGES

➤ Emerging

➤ Transition

➤ Mature

EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



ECONOMIC STAGES

➤ Emerging

➤ Transition

➤ Mature

TRANSITION



TRANSITION



TRANSITION



TRANSITION



TRANSITION



TRANSITION



TRANSITION



TRANSITION



USED TO BE SIMILAR



ECONOMIC STAGES

➤ Emerging

➤ Transition

➤ Mature

MATURE



MATURE



MATURE



MATURE



MATURE





MATURE

MATURE



MATURE



MATURE



ECONOMIC STAGES

- Emerging
- Transition
- Mature

ECONOMIC STAGES

Helps to Identify Opportunities and Pitfalls

AREAS OF FOCUS

☒ **ECONOMIC STAGES**

☐ LOOKS MATTER

☐ ACTIVITY

☐ CROSS POLLINATION

AREAS OF FOCUS

☒ ECONOMIC STAGES

☐ LOOKS MATTER

☐ ACTIVITY

☐ CROSS POLLINATION

LOOKS MATTER

**Everything that Is Visible
Impacts Sales Per
Square Foot in
Commercial Districts**

ROADS



LANDSCAPING

LOADING
ZONE

27
2

Artists Studios Tour
← FRI-SUN 10-5 →

STREET INFRASTRUCTURE



YES, EVEN
GARBAGE CANS
CAN TELL A
GREAT STORY



BUILDINGS



CONSUMERS ARE JUDGEY MCJUDGERSONS

**Brick & Mortar
Experience Happens
Long Before You
Walk in the Door**

BUILDING AWESOMENESS

- ❖ Color/Building Detail
- ❖ Transparency
- ❖ Exterior Lighting

BUILDING AWESOMENESS

- ❖ **Color/Building Detail**
- ❖ Transparency
- ❖ Exterior Lighting

COLOR



USE COLOR TO HIGHLIGHT BUILDING DETAIL



BUILDING DETAIL



HISTORIC BUILDING EXAMPLE



HISTORIC BUILDING EXAMPLE



WOOD FRAME EXAMPLE



WOOD FRAME EXAMPLE



SO MUCH YOU
CAN DO JUST
WITH PAINT!



AWESOMENESS SHORTCUT

**BEIGE
IS NOT
AWESOME**

BUILDING AWESOMENESS

- ❖ Color/Building Detail
- ❖ **Transparency**
- ❖ Exterior Lighting

TRANSPARENCY



TRANSPARENCY



TRANSPARENCY







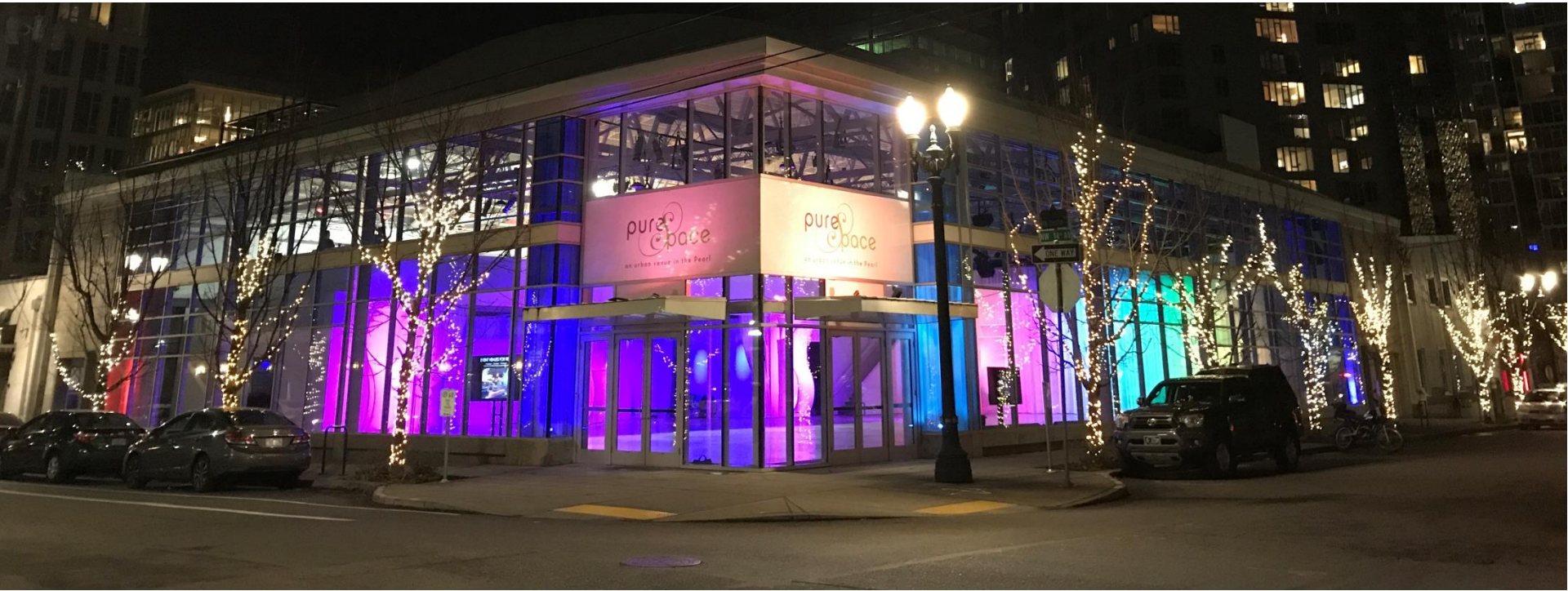
WINDOWS



BUILDING AWESOMENESS

- ❖ Color/Building Detail
- ❖ Transparency
- ❖ **Exterior Lighting**

INTERIOR AS EXTERIOR LIGHTING



FORMER SAFEWAY BY A FREEWAY



Courtesy of Google Streetview

BUILDING LIGHTING



SEATING AREA LIGHTING



PARKING GARAGE RAMP LIGHTING!



EXTERIOR/PLAZA LIGHTING



MURAL LIGHTING



BUILDING AWESOMENESS

- ❖ Color/Building Detail
- ❖ Transparency
- ❖ Exterior Lighting

LOOKS MATTER

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Square Foot in
Commercial Districts**

AREAS OF FOCUS

☒ ECONOMIC STAGES

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☐ ACTIVITY

☐ CROSS POLLINATION

AREAS OF FOCUS

☒ ECONOMIC STAGES

☒ LOOKS MATTER

☐ **ACTIVITY**

☐ CROSS POLLINATION

ACTIVITY

- **Tenant for Activity**
- Fill Vacancies

TENANT FOR ACTIVITY

- ❖ Unique, One-of-a-Kind Businesses
- ❖ Tenants Who Engage the Sidewalk
- ❖ Tenants that Cross Pollinate

ACTIVE DESTINATION BUSINESSES

- Restaurants (Coffee, Bakery, Brew Pub)
- Fabric/Knitting Store
- Specialty Paper/Printing Store
- Eyeglass/Optometrist Store
- Music/Instrument Store
- Bird Feed/Yard Supplies
- Manufacturer/Retailer
- Wholesaler/Retailer



FOOD!



FOOD



FOOD!



ACTIVITY

- Tenant for Activity
- **Fill Vacancies**

FILL VACANCIES

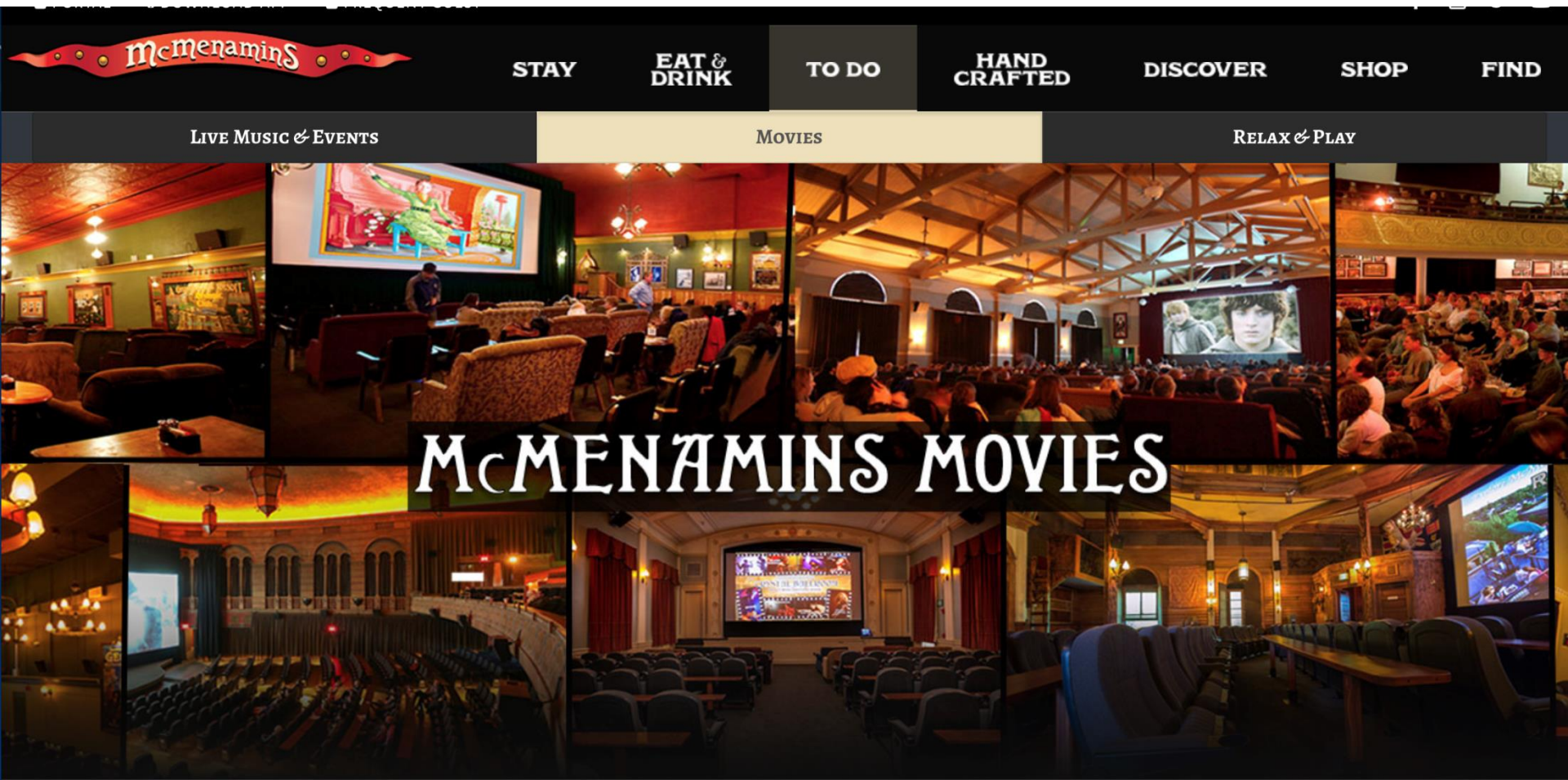


KENNEDY SCHOOL



**WE'RE OPEN FOR
OVERNIGHT STAYS!**

KENNEDY SCHOOL



MULTNOMAH SCHOOL



YOUTH ARTS

Our Youth programs offer a process-oriented art experience. While providing instruction in the use of art materials and techniques, our teachers guide students through the creative process to elicit and encourage each child's individual style of visual expression.

DRAWING & PAINTING

MAC's Drawing & Painting program offers watercolor, oil, and acrylic painting classes and drawing classes from the basic fundamentals to artistic anatomy. Taught by professional teaching artists, students develop their technical skills in a supportive community environment.

MUSIC

In addition to private music lessons in a wide variety of instruments, MAC offers ensemble classes for voice, guitar, ukulele, songwriting, and percussion.

MULTNOMAH SCHOOL



CERAMICS

MAC's ceramics program offers classes for children and adults year-round. Our community of teachers and staff are committed to helping you find your way with clay. Adult clay classes include glazes, firings, and open studio.



METALS

MAC's jewelry & metalsmithing program was designed to offer an affordable, cohesive education in the metal arts for all students, from beginners to professionals. Our dedicated instructors are professionals in the field.



TEXTILES

MAC's textiles program offers classes for basketry, felting, knitting, dyeing, spinning, and on-loom weaving. The weaving studio has over 60 floor and table looms, including an AVL compu-dobby; spinning and dyeing equipment; a wide selection of yarns for purchase; and an extensive library.



DANCE



THEATRE ARTS



CREATIVE FITNESS

FILL VACANCIES



AREAS OF FOCUS

☒ ECONOMIC STAGES

☒ LOOKS MATTER

☒ **ACTIVITY**

☐ CROSS POLLINATION

AREAS OF FOCUS

☒ ECONOMIC STAGES

☒ LOOKS MATTER

☒ ACTIVITY

☐ CROSS POLLINATION

CROSS POLLINATION



Courtesy of Judy Walton

Rural

CROSS POLLINATION REQUIRES

CIRCULATION

ONCE YOU LEAVE THE CAR...



ONCE YOU LEAVE THE CAR...

SIDEWALKS, BIKE LANES
CROSSWALKS, ETC

CROSS POLLINATION REQUIRES

**BUILDING
INTENSITY**

BUILDING INTENSITY

BUILDING INTENSITY



AREAS OF FOCUS

✓ ECONOMIC STAGES

✓ LOOKS MATTER

✓ ACTIVITY

✓ CROSS POLLINATION

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